PHILIP MORRIS U.S.A.
RESEARCH CENTER

Project No. 2100 Book 6998

Keywords

Nº 5

Smoke flavor evaluations of
X6D3QJ Marlboro Lights w/ porous tipping
X6D3SF Production Marlboro Lights
Requestor: W. Houck
Date: May 23, '73
Panel: ML, LS, JW, BT, HF
Procedure: Same as p. 1 this bk.

Results:

Intensity	Panel Agreement	Mean Intensity	Character Notes	Mean Intensity	Panel Agreement	Signif.
		4.9	total response	5.2	3/5	*
		4.4	taste level	4.7	3/5	*
		0.9	sweet basic	1.4	3/5	*
		3.1	green	3.4	3/5	*
**	4/5	3.4	mouth drying	2.7		
		1.4	mouth coating	2.9	4/5	**
		2.6	spicy	3.2	4/5	NS
		0.8	hay/tobacco	1.4	3/5	*
		3.8	overall harshness	4.4	5/5	**
		2.5	tongue harshness	3.4	5/5	**
		3.1	throat harshness	3.5	4/5	**

X6D3QJ vs X6D3SF

* = L.10
** = L.05
NS - not statistically significant but significant by panel opinion

Read and understood by ______ Name [signature]
Date ______ Date May 8, 1973

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Source: https://www.industrydocuments.ucsf.edu/docs/qmm0000